



Annual Report on Government of Canada Advertising Activities



2014-2015



2014-2015 Annual Report on Government of Canada Advertising Activities

The Government of Canada advertising campaigns featured on the cover page are the following. From left to right: Services to Newcomers – Citizenship and Immigration Canada; Tax Savings – Canada Revenue Agency; Anti-Cyberbullying – Public Safety Canada; and, Tax Savings – Canada Revenue Agency.

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Introduction

In fiscal year 2014-2015, the Government of Canada spent \$68.7 million to inform the public, through advertising, of key programs, services, and health and safety issues.

A variety of traditional, digital and social media channels were used to reach out to newcomers, veterans, business owners, parents, youth, students, workers and the general public.

Many of the campaigns were a continuation of ongoing government priorities to celebrate Canada’s men and women in uniform — past and present; to recruit new generations for careers in the Canadian Forces and the Royal Canadian Mounted Police; to encourage taxpayers to take advantage of tax relief measures; to increase awareness of various job training and skills development programs; to promote services to newcomers; and to foster healthy, safe behaviours.

As a lead-in to Canada’s 150 anniversary of Confederation in 2017, the Government of Canada also launched a campaign celebrating the Fathers of Confederation. This campaign focused on historical conferences held in Charlottetown and Quebec City in 1864, where notable figures such as Sir George-Étienne Cartier, Sir John A. MacDonal and Thomas D’Arcy McGee met to consider the unification of British North America’s provinces — leading to Canada as it is known today.

Information about these and other campaigns, as well as all costs associated with government advertising activities, are documented in this thirteenth Annual Report on Government of Canada Advertising Activities.

Canada 150: *Fathers of Confederation*



Advertising Expenditures

Advertising activities are funded from a central advertising fund, and from departmental budgets. Campaigns allocated from the central advertising fund are approved by Cabinet and the Treasury Board, and are reported on the Treasury Board Secretariat website at: <http://www.tbs-sct.gc.ca/hgw-cgf/oversight-surveillance/communications/adv-pub/index-eng.asp>.

All advertising activities and expenditures, regardless of their source of funds, are documented in the Annual Report on Government of Canada Advertising Activities. Expenditures cover the production and placement of advertising, including, campaign planning, the development of creative materials, media planning and media placement.

Expenditures Summary

Advertising expenditures fluctuate from year to year depending on government priorities. Over the last five years, spending levels have remained fairly consistent.

Table 1 – Advertising Expenditures by Fiscal Year

Expenditures reported in millions of dollars

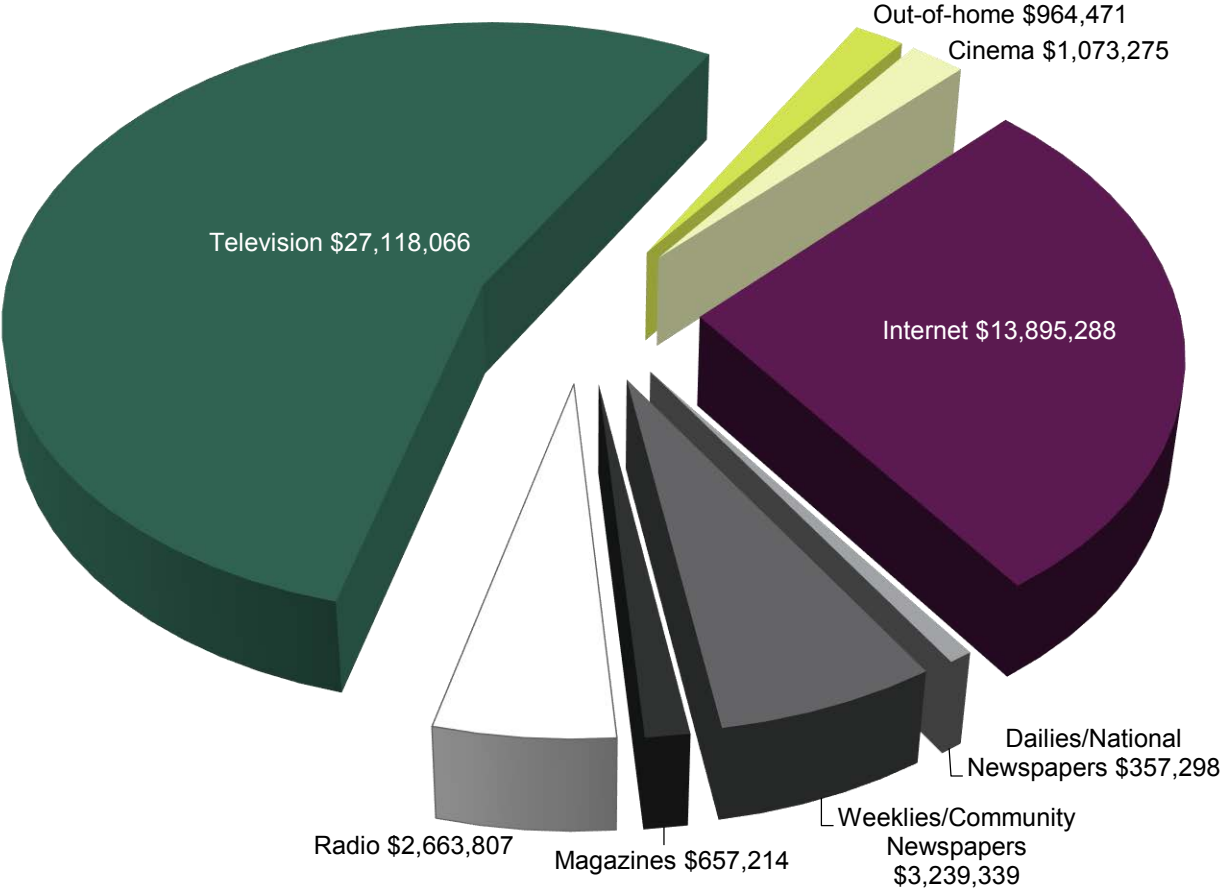
Fiscal Year	Expenditures
2014-15	\$68.7
2013-14	\$75.2
2012-13	\$69.0
2011-12	\$78.5
2010-11	\$83.3

Media Placement Expenditures

Chart 1 – Agency of Record Media Placements Expenditures by Type in 2014-2015

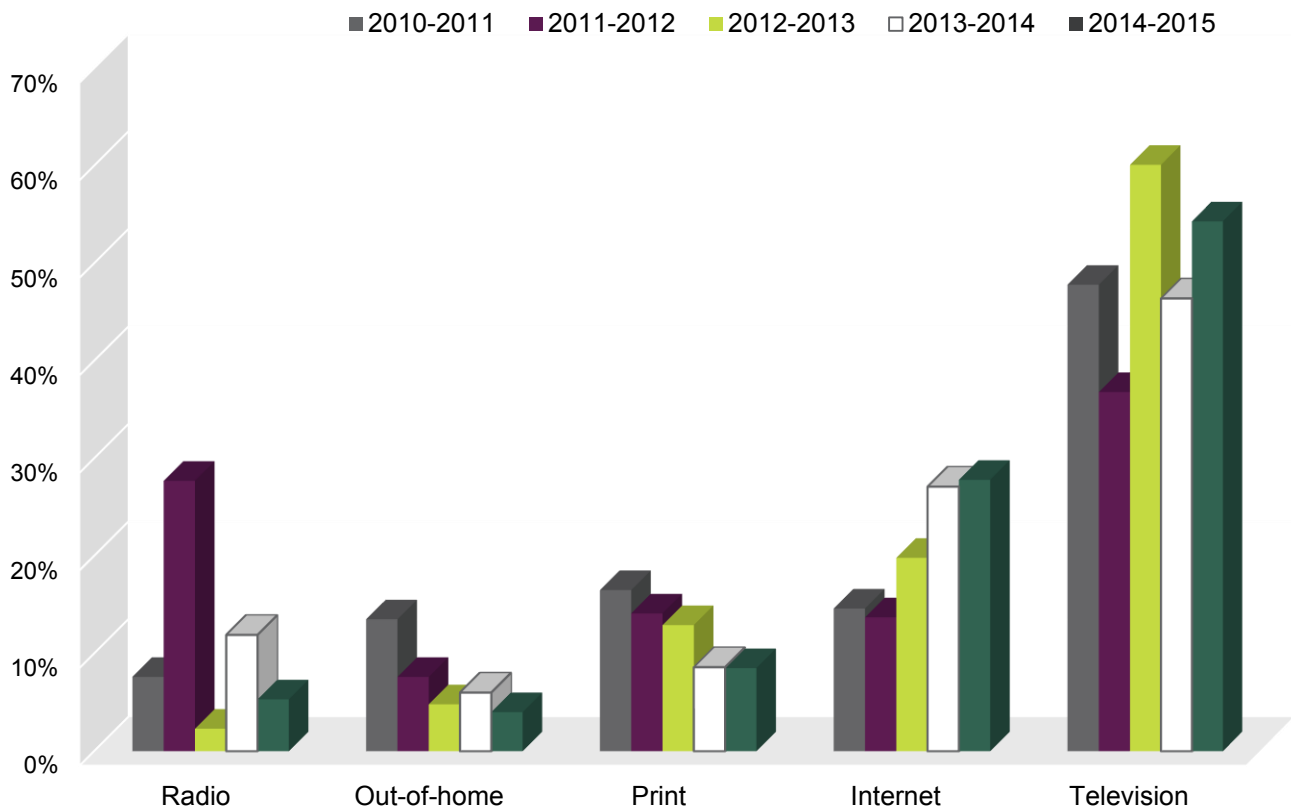
The purchase of space and time in media is the single largest advertising expenditure. In fiscal year 2014-2015, placements in international and domestic media accounted for \$49,968,758 or 72.7% of all advertising expenditures.

Institutions typically work with an advertising agency to develop media strategies and plans. Decisions about which media to use are based on the communications objectives of each campaign. Institutions consider several factors, such as, the campaign budget, timelines, target markets, target audience demographics and media preferences, and media availability.



Source: Government of Canada Agency of Record, Cossette Media of Toronto, a division of Cossette Communication Group. Excludes media purchased directly by institutions for public notices.

Chart 2 – Agency of Record Media Placements by Type – A Five Year View



Notes:

Print includes magazines, weekly, community and daily newspapers, including official language, ethnic and Aboriginal newspapers.

Out-of-home includes cinema.

Internet includes search, display, paid social media and programmatic (real time bidding).

Source: Government of Canada Agency of Record, Cossette Media of Toronto, a division of Cossette Communication Group. Excludes media purchased directly by institutions for public notices.

Table 2 – Agency of Record Official Language, Ethnic, and Aboriginal Media Placements in 2014-2015

	Print	Radio	Television	Total
Official Language	\$422,269	\$193,313	\$79,514	\$695,096
Ethnic	\$1,030,499	\$248,621	\$979,864	\$2,258,984
Aboriginal	\$52,622	\$93,285	\$71,570	\$217,477

Notes:

Official language television includes spending in selective outlets only. Spending on national networks, such as Radio-Canada, TVA and TQS, that reach mainstream audiences in addition to official language minority communities, are reported in Chart 1 and 2.

Source: Government of Canada Agency of Record, Cossette Media of Toronto, a division of Cossette Communication Group. Excludes media purchased directly by institutions for public notices.

Table 3 – Agency of Record International Media Placements in 2014-2015

Expenditures for international media placements represented 1.6% of the total for all media. By comparison, spending in domestic media accounted for \$49,154,918 or 98.4%.

Media Type	Expenditures
Internet	\$311,330
Out-of-home	\$331,752
Print	\$170,758
Total	\$813,840

Source: Government of Canada Agency of Record, Cossette Media of Toronto, a division of Cossette Communication Group. Excludes media purchased directly by institutions for public notices.

Expenditures by Institution

The Annual Report on Government of Canada Advertising Activities includes the expenditures of institutions on Schedules I, I.1 and II of the *Financial Administration Act*. Expenditures cover the costs to plan, produce and purchase media space and time for all types of advertising activities.

Each institution is required to document their advertising expenditures in the Advertising Management Information System, managed by Public Works and Government Services Canada (PWGSC), and to certify final amounts for the purpose of this report.

Fifty institutions advertised in fiscal year 2014-2015. The top ten advertisers accounted for \$60.6 million or 88% of all advertising expenditures.

Table 4 – Advertising Expenditures by Institution in 2014-2015

Almost all advertising media placements are purchased through the Government of Canada's Agency of Record. Consolidating the media buying function with a single supplier allows the government to get better prices and to streamline processes and reporting. In fiscal year 2014-2015, the Agency of Record executed 377 media buys.

Institutions can purchase media directly from media outlets for one specific category of advertising — public notices. Public notices are often regional in nature and are used for routine business matters, such as offers of employment, notices of public consultation, requests for tenders and changes to business hours. They are also used to inform the public about regulatory changes and health advisories. In 2014-2015, institutions purchased approximately \$80,000 in media through the Agency of Record (AOR) and almost \$2.9 million directly from media outlets.

Name of Institution	Expenditures without AOR (Public Notices Only)	Expenditures with AOR	Total
Aboriginal Affairs and Northern Development Canada	\$94,630	\$101,078	\$195,708
Administrative Tribunals Support Service of Canada	\$15,887	\$0	\$15,887
Agriculture and Agri-Food Canada	\$0	\$207,817	\$207,817
Atlantic Canada Opportunities Agency	\$0	\$20,903	\$20,903
Canada Border Services Agency	\$8,682	\$0	\$26,232
Digital Campaign managed by PWGSC		\$17,550	
Canada Revenue Agency	\$17,264	\$6,008,090	\$6,025,354
Canadian Centre for Occupational Health and Safety	\$0	\$16,046	\$16,046
Canadian Environmental Assessment Agency	\$147,498	\$0	\$147,498

Table 4 – Advertising Expenditures by Institution in 2014-2015 (continued)

Name of Institution	Expenditures without AOR (Public Notices Only)	Expenditures with AOR	Total
Canadian Food Inspection Agency	\$15,960	\$25,734	\$41,694
Canadian Grain Commission	\$26,644	\$0	\$26,644
Canadian Heritage	\$3,891	\$6,620,975	\$6,722,379
Digital Campaign managed by PWGSC		\$97,513	
Canadian Institutes of Health Research	\$11,672	\$0	\$11,672
Canadian Northern Economic Development Agency	\$31,551	\$0	\$31,551
Canadian Nuclear Safety Commission	\$88,037	\$0	\$88,037
Canadian Radio-television and Telecommunications Commission	\$0	\$49,346	\$49,346
Canadian Security Intelligence Service	\$56,396	\$0	\$56,396
Citizenship and Immigration Canada	\$5,347	\$2,692,924	\$3,514,163
Digital Campaign managed by PWGSC		\$815,892	
Copyright Board Canada	\$19,276	\$0	\$19,276
Correctional Service Canada	\$15,581	\$0	\$15,581
Department of Finance Canada	\$0	\$8,099,208	\$8,099,208
Department of Justice Canada	\$1,877	\$13,757	\$15,634
Employment and Social Development Canada	\$56,792	\$6,698,078	\$6,754,870
Environment Canada	\$84,457	\$11,552	\$96,009
Financial Consumer Agency of Canada	\$0	\$804,750	\$804,750
Financial Transactions and Reports Analysis Centre of Canada	\$20,095	\$0	\$20,095
Fisheries and Oceans Canada	\$72,826	\$0	\$72,826
Foreign Affairs, Trade and Development Canada	\$245,912	\$0	\$368,651
Digital Campaign managed by PWGSC		\$122,739	
Health Canada	\$15,733	\$7,688,545	\$7,704,278
Immigration and Refugee Board of Canada	\$6,679	\$0	\$6,679
Industry Canada	\$0	\$236,527	\$277,817
Digital Campaign managed by PWGSC		\$41,290	

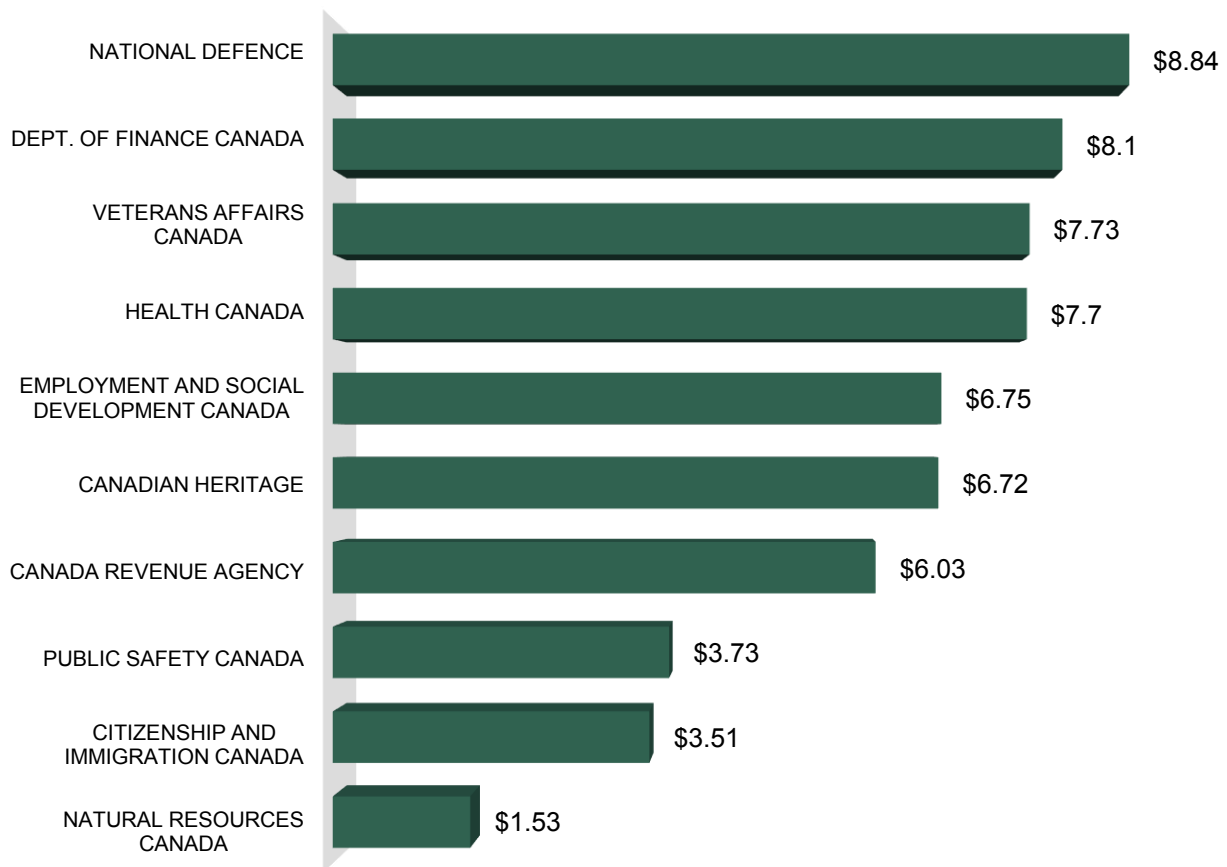
Table 4 – Advertising Expenditures by Institution in 2014-2015 (continued)

Name of Institution	Expenditures without AOR (Public Notices Only)	Expenditures with AOR	Total
National Battlefields Commission, The	\$117,792	\$0	\$117,792
National Defence	\$23,208	\$8,811,483	\$8,839,941
Digital Campaign managed by PWGSC		\$5,250	
National Energy Board	\$149,612	\$0	\$149,612
National Film Board	\$247,239	\$0	\$247,239
National Research Council Canada	\$43,791	\$175,546	\$219,337
Natural Resources Canada	\$0	\$1,525,561	\$1,525,561
Office of the Secretary to the Governor General	\$106,881	\$0	\$106,881
Office of the Superintendent of Financial Institutions Canada	\$2,631	\$0	\$2,631
Parks Canada	\$238,624	\$1,012,565	\$1,251,189
Public Health Agency of Canada	\$1,792	\$1,242,688	\$1,244,480
Public Prosecution Service of Canada	\$1,350	\$0	\$1,350
Public Safety Canada	\$0	\$3,537,813	\$3,733,659
Digital Campaign managed by PWGSC		\$195,846	
Public Service Commission of Canada	\$12,160	\$0	\$12,160
Public Works and Government Services Canada	\$190,045	\$131,124	\$321,169
Royal Canadian Mounted Police	\$358,730	\$712,159	\$1,070,889
Statistics Canada	\$1,663	\$72,109	\$73,772
Transport Canada	\$303,330	\$15,891	\$618,061
Digital Campaign managed by PWGSC		\$298,840	
Transportation Safety Board of Canada	\$1,014	\$0	\$1,014
Veterans Affairs Canada	\$0	\$7,605,024	\$7,734,238
Digital Campaign managed by PWGSC		\$129,214	
Total	\$2,862,549	\$65,861,427	\$68,723,976

Note: Total figures for Public Works and Government Services Canada include expenditures for the Office of the Procurement Ombudsman.

Chart 3 – Top 10 Largest Government of Canada Advertisers in 2014-2015

Expenditures reported in millions of dollars



Did you know?

In 2013, 20 years after the first banner ad ran, spending in Canadian digital advertising surpassed all other media and the trend continues.

Source: TVB, IAB Canada, 2014

Expenditures by Major Campaign

(Campaigns exceeding \$500,000 in production and media)

Table 5 – Advertising Expenditures by Major Campaign in 2014-2015

Campaign Description	Creative Agency	Cost	Television	Print	Radio	Internet	Cinema	Out-of-home
Canada Revenue Agency								
Tax Savings To encourage taxpayers to take advantage of applicable tax relief measures and to file tax returns online and on time.	kbs+p Canada Inc.	\$5,532,553	■	■		■		
Canadian Heritage								
Canada 150 To increase knowledge and pride in Canada's history and heritage and to encourage Canadians to get involved in upcoming community activities and events.	Entreprise de communications Tank Inc.	\$6,576,387	■			■		
Digital campaign managed through PWGSC	Acart Communications Inc	\$97,513						
Citizenship and Immigration Canada								
Services to Newcomers To highlight the new measures in the <i>Citizenship Act</i> to protect the integrity of Canadian citizenship and to encourage newcomers to access online information on how to become a Canadian citizen. This campaign was a continuation of the 2014-2015 campaign informing Canadians of the Parent and Grandparent Super Visa initiative to enable families in Canada to have extended visits from loved ones living abroad.	Manifest Communications Inc., Acart Communications Inc. & Ogilvy Montréal Inc.	\$3,351,199	■	■	■	■		■
Express Entry – International To raise awareness among potential newcomers of the new electronic Express Entry system which processes applications for permanent residence in economic immigration programs such as the Federal Skilled Worker Program (FSWP).	Acart Communications Inc.	\$815,892						
Digital campaign managed through PWGSC								

Table 5 – Advertising Expenditures by Major Campaign in 2014-2015 (continued)

Campaign Description	Creative Agency	Cost	Television	Print	Radio	Internet	Cinema	Out-of-home
Employment and Social Development Canada								
Canada Apprentice Loan To inform Canadians of the new Canada Apprentice Loan program designed to support training and skills development in high demand fields.	kbs+p Canada Inc.	\$6,698,078	■	■	■	■		
Department of Finance Canada								
Economic Action Plan (EAP) To inform Canadians of the programs and benefits available to them through the Economic Action Plan.	kbs+p Canada Inc.	\$8,099,208	■	■	■	■		
Finance Consumer Agency of Canada								
Financial Literacy Portal To encourage Canadians to access the new Financial Literacy Portal to get information on how to make good financial decisions.	kbs+p Canada Inc.	\$663,257				■		
Health Canada								
Prevention of Illicit Drug Use To educate Canadians on the harms and risks associated with prescription drug abuse and ways to securely handle prescription medications to prevent diversion into communities.	Ogilvy Montréal Inc.	\$7,075,244	■			■		
Marijuana component To educate youth on the health effects and social consequences of marijuana use and to encourage parents to talk with their teens about drug prevention.								
Healthy Canadians To inform Canadians of the vast amount of health and safety information available on HealthyCanadians.gc.ca	Ogilvy Montréal Inc. & Manifest Communications Inc.	\$576,827				■		
Safe Food Handling for Vulnerable Populations component To educate vulnerable populations about the health risks associated with unsafe food handling and food poisoning.								

Table 5 – Advertising Expenditures by Major Campaign in 2014-2015 (continued)

Campaign Description	Creative Agency	Cost	Television	Print	Radio	Internet	Cinema	Out-of-home
National Defence								
Recruitment: Excellence in Ops and Priority Occupations To encourage Canadians from different cultural and ethnic backgrounds to learn about career opportunities in the Canadian Forces.	MacLaren McCann Canada Inc. & Ogilvy Montréal Inc.	\$7,299,759	■	■		■	■	
Women’s Recruitment Campaign To encourage women to seek information on career opportunities in the Canadian Armed Forces.	Acart Communications Inc. & Ogilvy Montreal Inc.	\$1,324,502		■		■		■
Natural Resources Canada								
The Stakeholder Engagement and Outreach Campaign – U.S. Component To promote Canada’s interests globally in order to secure and expand markets and global partnerships.	Fleishman Hillard Canada	\$1,525,561		■		■		■
Public Health Agency of Canada								
H3N2 Influenza To prevent the spread of the flu virus by encouraging infection prevention behaviours and for adults 65 and older to get their flu shot.	kbs+p Canada Inc.	\$636,260		■		■		
Public Safety Canada								
Stop Hating Online To inform Canadians of the potential legal consequences of cyberbullying, its social impact, and how to report it.	Manifest Communications Inc.	\$3,537,813	■	■		■	■	
Digital campaign managed through PWGSC	Acart Communications Inc.	\$195,846						

Table 5 – Advertising Expenditures by Major Campaign in 2014-2015 (continued)

Campaign Description	Creative Agency	Cost	Television	Print	Radio	Internet	Cinema	Out-of-home
Royal Canadian Mounted Police								
Police Officer Recruitment To promote the RCMP as an inclusive workplace which is working to reflect Canada's diversity and which offers many opportunities for career specialization.	BCP Ltd.	\$712,159				■		
Veterans Affairs Canada								
Remembrance Vignette To encourage Canadians to learn about the sacrifices and contributions of veterans at veterans.gc.ca/iremember and to participate in remembrance activities honouring Canada's men and women in uniform.	Target Marketing & Communications Inc.	\$3,725,114	■			■		■
Digital campaign managed through PWGSC	Acart Communications Inc	\$129,214						
Support and Services to Veterans To inform Canada's veterans, their families and survivors of services and financial supports available to them.	Manifest Communications Inc.	\$3,879,910	■	■	■	■		

Government of Canada Advertising Suppliers

In June 2014, Public Works and Government Services Canada (PWGSC) established new Standing Offers and Supply Arrangements for advertising services following a national competitive process. Throughout the year, 19 contracts were awarded for strategic planning, production and media planning services through the following mechanisms: 14 call-ups against the Standing Offers, four resulting from a competition among suppliers on Supply Arrangements and one following a request for proposal posted on Buyandsell.gc.ca.

The table below lists the advertising service suppliers with a contractual arrangement in place with the Government of Canada in 2014-2015. Those that received work are indicated with an asterisk (*).

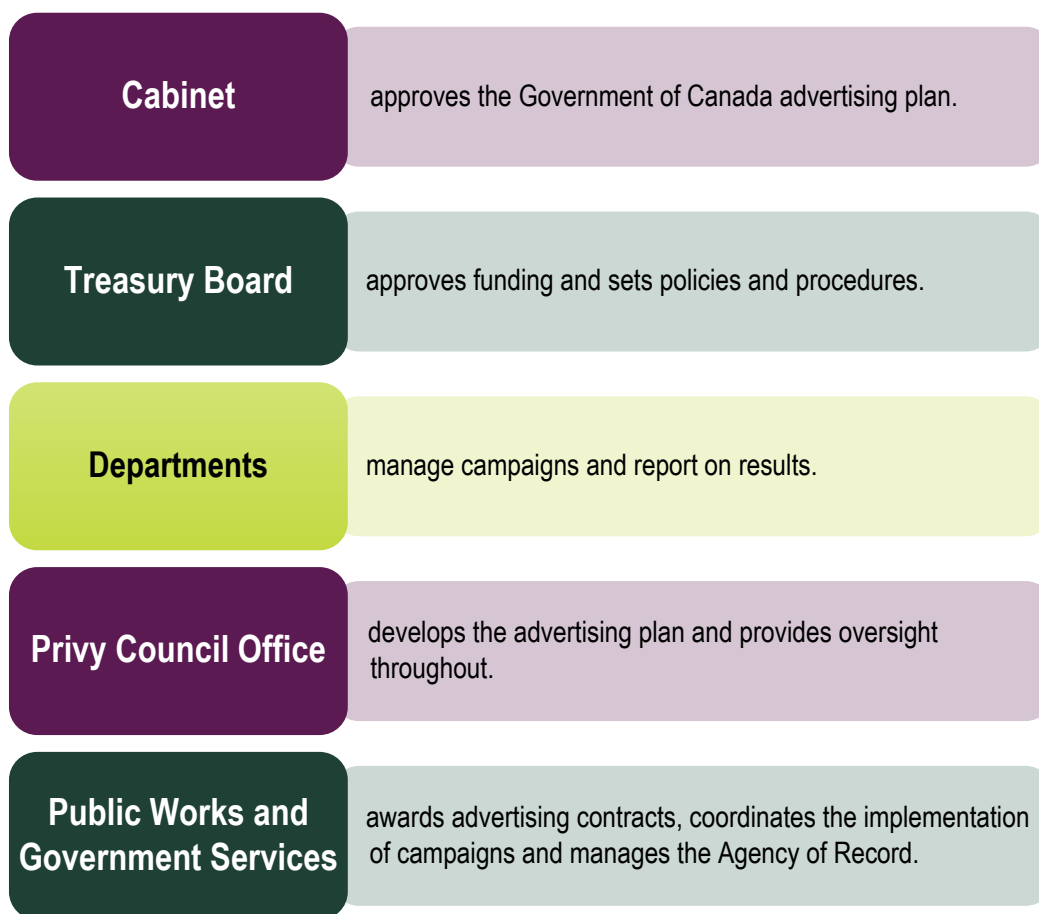
Table 6 – Advertising Suppliers by Contract Type in 2014-2015

Standing Offers Up to \$200,000	Agency 59 Ltd. *
	Brad Inc.*
	Compass Communications Inc. *
	kbs+p Canada Inc.*
	MacLaren McCann Canada Inc. *
	Manifest Communications Inc.*
	Ogilvy Montréal Inc.*
	Target Marketing & Communications Inc.*
Standing Offers for Public Notices Up to \$100,000	Acart Communications Inc. *
	Compass Communications Inc.*
	Quiller & Blake Advertising Ltd.*
Aboriginal Set-Aside Standing Offers Up to \$350,000	Det'on Cho Tait Communications
	Earthlore Communications
	Spirit Creative Advertising & Promotion Inc.
Supply Arrangements Greater than \$200,000	Acart Communications Inc.
	Acart Communication in joint venture with Pub Point Co.
	Agency59 Ltd.
	Brown Communications Group Inc. in joint venture with David Stanger & Associates
	Compass Communications Inc.*
	Entreprise de communications Tank Inc.
	Juniper Park Communications ULC in joint venture with Headspace Marketing Inc., Transperfect Translations Co. and Wills & Co. Media Strategies Inc.
	kbs+p Canada Inc.*
	MacLaren McCann Canada Inc.
	Manifest Communications Inc.*
	Marketel / McCann Erickson
	M5 Marketing Communications Ltd.
	Marshall Fenn Communications Ltd.
	Ogilvy & Mather Canada
	Ogilvy Montréal Inc.
Target Marketing & Communications Inc.	
Request for Proposal on Buyandsell.gc.ca	Ogilvy Montreal Inc.*

Appendices

Appendix I – Government of Canada Advertising Process

The Government of Canada advertising process involves many organizations. It is designed to ensure that advertising activities align with government priorities, meet the communication needs of Canadians, comply with acts, policies and procedures, and provide value for money. Each organization has specific responsibilities. Departments are ultimately accountable for their advertising activities.



For more information on the advertising process and roles and responsibilities, please visit <http://www.tpsgc-pwgsc.gc.ca/pub-adv/roles-eng.html>.

Appendix II – Government of Canada Advertising Glossary

Advertising

Any message conveyed in Canada or abroad and paid for by the government for placement in media, including but not limited to, newspapers, television, radio, cinema, billboards and other out-of-home media, mobile devices, Internet and any other digital medium.

Advertising Activities

Activities relating to the production and placement of advertising. These activities include campaign planning, creative development, pre-testing, production, media planning, placement of advertising and evaluation.

Advertising Services Supplier

A private sector supplier selected through a competitive process to provide a government institution with advertising services, such as strategic planning, creative and production services, and media planning in support of an advertising initiative.

Agency of Record (AOR)

A private sector supplier – selected through a competitive process and under contract with the Government of Canada – which negotiates, consolidates, purchases and verifies advertising media time and space for government advertising.

Buy and Sell

The electronic-tendering system used by the Government of Canada to post searchable procurement notices and bid-solicitation documents for access by suppliers and contracting officers. For more information, please see <https://buyandsell.gc.ca/>.

Call-up against a Standing Offer:
See “Standing Offer.”

Media Buy or Placement

The purchase of advertising time or space from a media outlet, such as a television station, radio station, newspaper, magazine, website, cinema or out-of-home, etc.

Out-of-home

An advertising medium to which audiences are exposed to outside the home. These media include mall posters, billboards, bus and transit-shelter advertisements, and digital screens and kiosks.

Programmatic (Real Time Bidding)

A data-driven programmatic buying model allowing advertisers or their agencies to bid on digital media space (display, video, mobile, social, etc.) in real-time, at the impression level (Source: IAB Canada).

Public Notices

Public notices, such as those providing information about requests for tenders, public hearings, offers of employment, and changes to business hours and addresses are a form of advertising. Public notices often deal with regional or local matters, and departments have the option to purchase the media for public notices themselves or to use the services of the Government of Canada's Agency of Record.

Request for Proposal (RFP)

A formal government document, posted on buyandsell.gc.ca, through which advertising services suppliers are invited to submit proposals for creative advertising work on complex thematic and multi-component projects usually spanning more than one year. Proposals are evaluated according to criteria detailed in each RFP. Contracts are awarded through a competitive process in which selection is based on a combination of technical score and price offering best value.

Standing Offer

An arrangement in which advertising services suppliers qualify to provide the government with goods and services at pre-arranged prices, under set terms and conditions, and for specific periods of time on an "as requested" basis. A Standing Offer is not a contract. In fact, no contract exists until the government issues an order or "call-up" against the Standing Offer, and there is no actual obligation by the Government of Canada to purchase until that time.

Supply Arrangement

A method of supply where bids are requested from a pool of pre-screened advertising services suppliers. A Supply Arrangement is not a contract.

Appendix III – Government of Canada Advertising Resources

Government of Canada Advertising:

<http://www.tpsgc-pwgsc.gc.ca/pub-adv/index-eng.html>

Advertising Fund Allocations:

<http://www.tbs-sct.gc.ca/communications/adv-pub/index-eng.asp#allocations>

Government of Canada Advertising Process:

<http://www.tpsgc-pwgsc.gc.ca/pub-adv/roles-eng.html>

Agency of Record, Standing Offers and Supply Arrangements for Advertising Services:

<http://www.tpsgc-pwgsc.gc.ca/pub-adv/ac-ar-eng.html>

Communications Policy of the Government of Canada:

<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12316§ion=text>

***Official Languages Act* (related to Government of Canada Advertising):**

<http://laws-lois.justice.gc.ca/eng/acts/O-3.01/page-3.html?term=#s-11>

Past Annual Government of Advertising Annual Reports:

<http://www.tpsgc-pwgsc.gc.ca/pub-adv/annuel-annual-eng.html>

An Invitation to Readers

This report has been compiled to inform Canadians about the advertising activities undertaken by the Government of Canada in fiscal year 2014-2015.

The government welcomes your feedback.

To submit comments or questions, please contact:

Advertising Coordination and Partnerships Directorate

Integrated Services Branch

Public Works and Government Services Canada

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